



State of Play

“2018 was the year JUST Capital’s mission sprang to life. As this review so beautifully illustrates, the success of the JUST ETF, the increase in companies engaging in our work, the impact of our polling and rankings, and the exponential growth of our marketing reach are all testament to the power of our unique approach and our ability to punch above our weight as an influencer of market behavior.

Those who support JUST Capital believe that business and markets can and must play a defining role in solving society’s biggest challenges. They believe in the promise of an economy that uses humanity as its North Star. And they believe that JUST Capital can create the roadmap for a more just form of capitalism that aligns business with all the people it serves. We invite you to join us.”

— Martin Whittaker, CEO



2018 by the Numbers



9,000 Americans surveyed,
including 14 focus groups in 7 cities



890 companies ranked across
7 Issues, 36 Components,
76 Metrics, and 110,000 Data Points



190% increase in companies
engaged in data review



\$251M in assets on the
JUST ETF’s first day of trading



213% increase in JUST media coverage



3000% increase in social
media reach



132% increase in companies
promoting the JUST Seal



Polling

In 2018, our survey results uncovered significant unity in how people want companies to behave and what a more just economy could look like. Taken together, they provide a [Roadmap for Corporate America](#) to help companies align with the priorities of the American public.

2018 Prioritized Issues



Rankings

This year, once again in partnership with Forbes, we released our third annual [Rankings of America's Most JUST Companies](#), a core piece of our mission to create a more just economy that better serves and supports all Americans.

“It’s not just about creating a surplus for yourself. You have to ask, ‘What’s the state of the world around you?’ Our broader vision is that happier employees, customers and partners have to do well for Microsoft’s business to flourish. A successful product is one that fosters more success around it and focuses on equitable growth.”

— SATYA NADELLA, CEO, MICROSOFT, #1 COMPANY IN THE 2018 JUST 100



Changing the Story of Business

Year over year, we’ve seen a 190% increase in companies engaging with us to garner a deeper understanding of what matters most to the public and also ensure that we have accurate and up-to-date data to drive our Rankings.

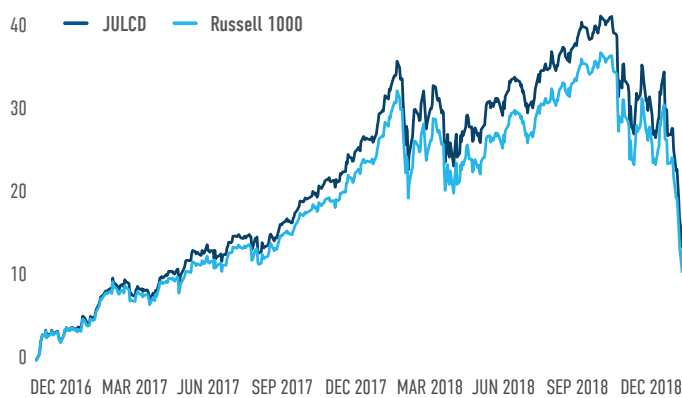
The Business Case

In June, Goldman Sachs Asset Management launched the JUST U.S. Large Cap Equity ETF (Ticker: JUST) – the first ever exchange-traded fund designed to align with the American public’s priorities for just business behavior. It ended its first day of trading with \$251M in assets, making it the single most successful ESG ETF launch ever, and in the top 10 equity ETF launches in history.

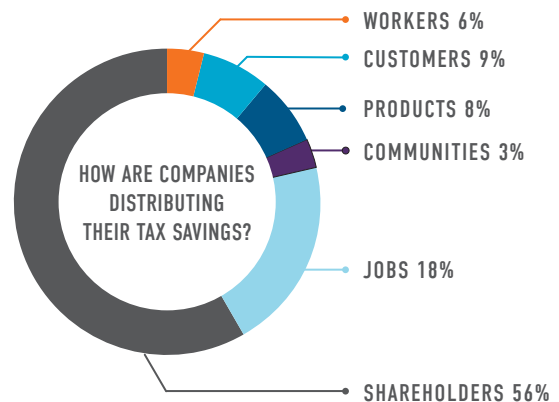
Programs

In 2018, JUST Capital released two core research initiatives – the Rankings on Corporate Tax Reform, an ongoing piece of analysis that sheds a light on how corporations were investing their tax windfall, and the Environmental Explorer, a new, interactive tool that helps people quickly and easily understand the environmental impacts of different companies.

JUST U.S. Large Cap Diversified Index vs. Russell 1000 (% total return)
DECEMBER 1, 2016 – December 31, 2018

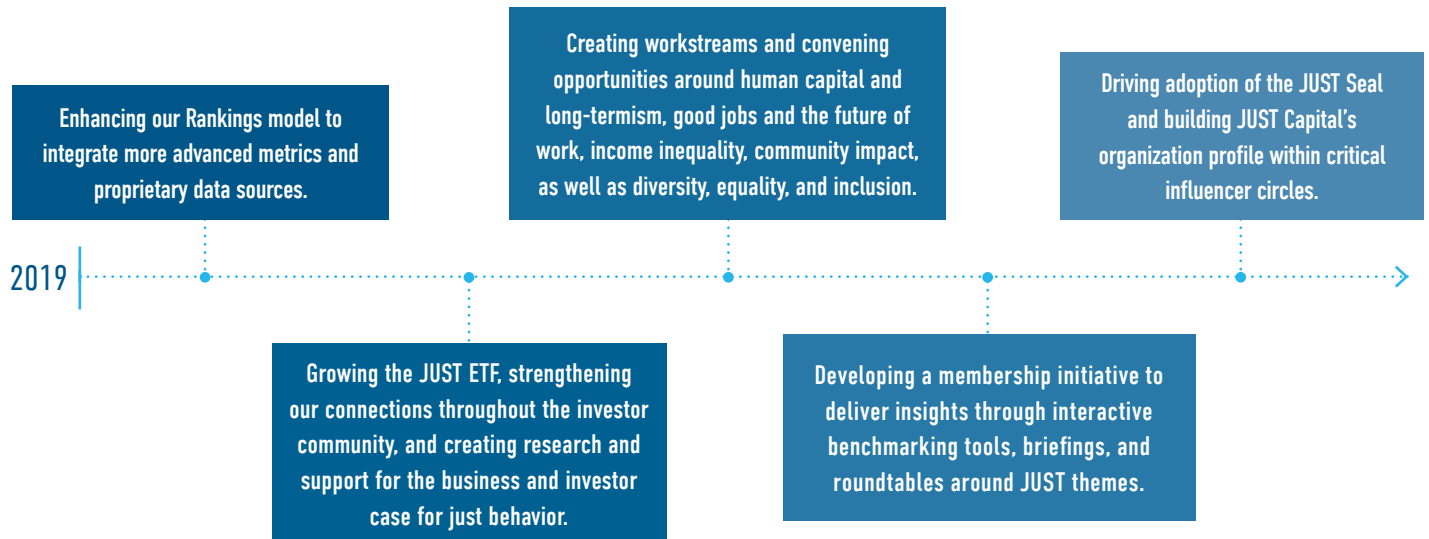


Data in Action: Corporate Tax Reform

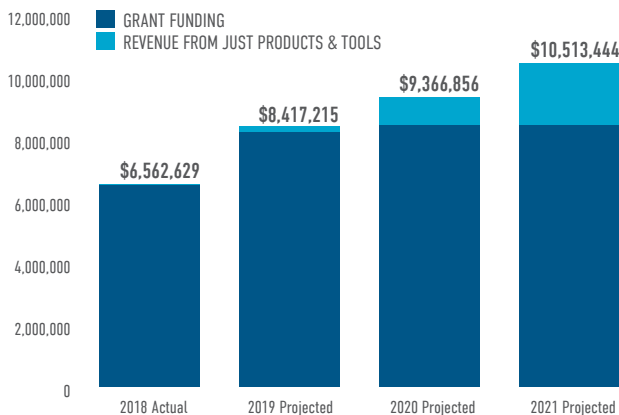


Where We're Heading in 2019

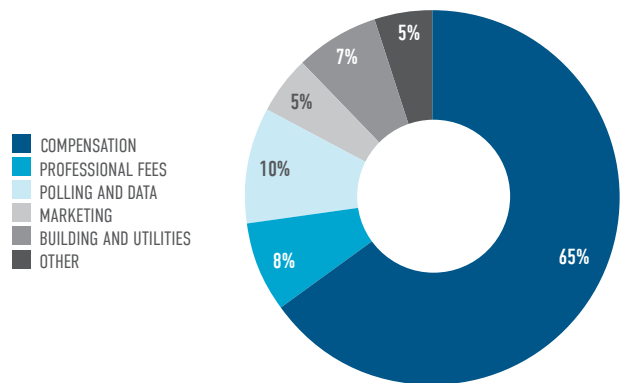
If 2018 was a breakthrough year for JUST Capital, then 2019 will be one of acceleration. This begins and ends with the mission, and encompasses:



JUST Capital Future Funding Objectives



2018 Operating Expenses



Thank You to JUST Capital's Funding Partners



Jones Family Foundation

